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Investment in Portuguese real estate is set to reach a record of more than € 3 bn in 2018. Lisbon is one of the best cost-effective choices in the residential sector. The price-to-rent ratio makes Lisbon arguably one of the most attractive property markets in continental Europe. The sunny climate, excellent cuisine and beaches, along with programs such as the NHR and Golden Visa, are helping drive enthusiasm for the country.

The most attractive segment to invest in Lisbon is the regeneration segment in locations such as Amoreiras, Avenidas Novas or the prime zone Avenida da Liberdade. Emerging locations such as Marvila and Beato are also good bets for investors. This segment benefits from an attractive tax regime.

Also worth considering is investing in student residences, or high-end housing associated with distinctive and exclusive services.

Real estate investment is set to reach a new record high in 2018

The real estate market in Lisbon has been categorized, in recent years, by a strong demand that now presents itself transversal to all segments.

Based on the explosion of the tourism sector, the demand for residential real estate was the first growth vector, with a strong demand for residential units by non-residents, which leveraged the demand for residential projects by investors in urban rehabilitation projects.

In this initial period it was also registered a strong pursuit for projects aimed for Hotels.

At the same time, it was noted the potentization of the office market, with a strong movement of demand by international companies to locate shared European services. This impulse was further reinforced by the multiplier effect of the economic recovery and the reduction of the unemployment rate in the services sector, resulting in the search of for more spaces.

This was also an enabling environment to the growth of consumption, boosting the growth of the demand for commercial areas with special attention on retail commerce.

The strong demand that is experienced is not satisfied, leading now investors to diverge to value-added projects which, through the involvement of local management structures, provide competitive advantages regarding a market under pressure.

This has been the focus on areas such as the West corridor or the revitalization of peripheral shopping centers.



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